

10 Realtor Laws

1. Call 12 of Top 50 VIPs EVERY Monday
 - a. Let them know they are on the list
 - b. Invite to a separate happy hour with other local Top 50 business people
 - c. Ask how you can help them with their business
 - d. Birthday program for A, B, and C's
2. Top 50 Past Clients
 - a. Call 12 EVERY Thursday
 - b. Keep information about them to weave into conversation
 - c. Happy hour
 - d. Birthday program
3. See 15 people Face – to – Face
 - a. Listing appts/showing appts/Top 50 VIPs/Top 50 past clients
 - b. Break bread with 5 of them every week
 - c. Always be interested in them
 - d. Come bearing gifts as often as possible
4. Happy Hour – Monthly
 - a. Same date/time/location
 - b. Buy 2 drinks/person – hand out tickets/poker chips
 - c. Send video invite
 - d. Follow up with everyone who attended with a phone call
5. Lunch and Learn – Monthly
 - a. Same date/time/location
 - b. Serve lunch or snacks and beverages
 - c. Send video invite
 - d. Collect survey at the end
6. Cheesy Gifts List
 - a. Shot glass – “Give me a shot at your business”
 - b. Boomerang – “I want you to bring your business back to me”
 - c. Army men – “Let's go to war together”
 - d. Baseballs – “Let's knock some deals out of the park”
7. 8 good gifts every month
 - a. Personalized
 - b. \$50 - 75
 - c. Fun
 - d. All About You form
8. Builders
 - a. Stop by to see them EVERY Friday
 - b. Bring food
 - c. Follow up on Monday with a call
 - d. Send a personalized gift
9. 10 Whale List
 - a. Builders/rich people/ anyone influential that you would love to know
 - b. Regular calls to get appointment
 - c. Personalized gifts to WOW them
 - d. Footballs/basketballs/soccer balls (whatever is in season) send to them with a note like “Let's knock some deals out of the park together!”
10. Video Program
 - a. Top 50 VIPs
 - b. Top 50 PC
 - c. Builders
 - d. 400 person database
 - e. 10 whales
 - f. Business – Attorneys/builders/chamber of commerce/rotary/etc.